

NEW PACKARD SIX AN ACHIEVEMENT

Car Is Shown in Two Sizes at
Big Introductory Ex-
hibition.

The Packard Motor Car Company started the local motorcar trade and attracted a great throng to its show-rooms at Broadway and Sixty-first street on Thursday when it presented for the first time two new single six models—both larger and more powerful than the former "six" and costing only a little more.

The new single six is furnished in two wheelbase lengths, 126 and 133 inches. On the 126 chassis are provided a touring, runabout, sport model, coupe and sedan. The 133 chassis carries touring, sedan and sedan limousine bodies.

In discussing the introduction of the new cars Lee J. Eastman, president of the branch, said:

"People who know Packard policies and methods are not greatly surprised to see such an advanced and outstanding line of cars. Yet all are amazed to find the qualities of beauty, comfort, light weight, economy and long life combined so perfectly in one car. I personally feel, and I know that the motor-club public will feel, that this car, more than any other else Packard has ever done, will best express a new order of motor car values."

"In design the single six embodies everything Packard has learned through the operation of thousands of the previous model in all parts of the world. Even an expression from Cape Town, South Africa, had a part in shaping its plans."

"It is long and low and the seats are correspondingly low and deeply cushioned. This, together with the longer wheelbase, naturally increases its roadability and riding ease."

"Seating areas in each model are developed to give the greatest possible room for the occupants. The coupe, for example, is one of the most spacious cars of its type on the market. A comfortable auxiliary seat, carefully cushioned and ample in size, faces forward and folds beneath the cow when not in service."

"The upholstery treatment in all of the enclosed cars is simple, but instantly expressive of good taste. In no respect is there anything superfluous or superficial. All seams and pleats are smartly tailored and carefully reinforced against preventable wear."

"Body construction and coachwork have also been improved wherever possible. Here and there—at the cow ventilator, door hinges, windshield and instrument board, greater provision has been made for rigidity, quietness, perfect enclosure, greater accessibility and ease of operation."

"The new single six is carried on a chassis and propelled by a power unit, the size of which is not to be found in the field of the light weight quality car."

LOCAL LINCOLN SALES REACH MILLION MARK

A fair indication of the improvement of general business is the record made by the York Motors Corporation, metropolitan distributors of Lincoln cars. In the nine weeks following the reorganization of the parent company in Detroit they have sold at retail over 200 cars valued at \$1,000,000.

EARL CAR SHORTAGE IS NOW IN SIGHT

Many dealers on "The Row" report an unusual improvement in business during the last week. A few are finding it impossible to get along with the allotment of cars they scheduled for at the beginning of the selling season.

In discussing this phase of the situation, George S. Morrow, president of the Morrow Motors Corporation, who handles Earl cars here, said:

"There will be a shortage of Earl cars before the spring selling season is half over. Despite increased production at the factory following the complete financial reorganization out there, they have not been able to keep pace with orders. In arranging our schedule for New York we thought we figured liberally, but we are already facing the possibility of a shortage within a month. The recent reduction in the price of the Earl and the news of the Earl corporation's strong financial position, resulted in many more orders than we had continued on."

BETTER BUSINESS FOR MOTOR TRUCKS

The motor truck industry has come to be recognized as an infallible business barometer. When the truck business is good you can be sure that every business is good or above par, and when it is bad—all lines are worse than poor.

Following this line of reasoning business conditions have vastly improved. If we take as a criterion the activity in sales reported by Eugene P. Herrman, president of the Herrman Motor Truck Company, Eastern distributors of Stewart trucks.

"Speaking of local conditions," says Mr. Herrman, "I believe we can now figure on an active, stabilized market, for all indications point to a return of normal, settled buying, with the merchant more optimistic than ever."

"The truck that makes good and can assure the merchant of real service need have no fear of lack of business from now on. There's a big market for this sort of a motor truck proposition and that's the field our salesmen are finding most fertile."

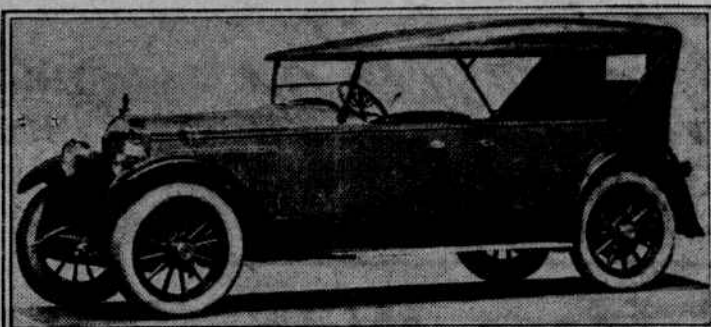
NEW JEWETT GETS A FINE RECEPTION

During the two weeks it has been on Automobile Row the new Jewett Light Six has made hundreds of friends. The car has undoubtedly made a strong appeal to those who want distinctiveness in a moderate priced automobile, and an exceptionally large number of demonstrations are being given daily from the Paige salesrooms, Broadway and Fifty-sixth street.

**SAVE 35% TO 50%
FIRST QUALITY
TIRES**

Fully Guaranteed
Cord 8,000 Miles
Fabric 6,000 Miles
Amalgamated Tire
Stores Corporation
1934 BROADWAY, AT 65 ST.
TELEPHONE COLUMBUS 3202

New Packard Single Six Model



A FEW THOUGHTS ABOUT THE BATTERY

Asking how many months a battery will last is like asking how many months a pair of shoes will last. The maker, or his agent, can only answer that it is "wear, tear and care" that count, but at the same time he will lay special stress on the "care." Manufacturers of the Willard storage battery have figured, as a matter of fact, that there are just four things that determine the life of a battery. These are use, time, care and the quality of the battery itself.

If a person makes unusual demands upon a battery he will probably reduce its life by a few months, but with all other things equal he will have attained a satisfactory mileage. Consequently cost per mile in such a case is as fair a basis for comparison as cost per month.

What does time do to your battery? Well, the battery was made to use and the way to get the most value out of it is to use it day in and day out. Going back to the shoe argument, if you bought a new pair, wore them a couple of weeks and then left them out exposed to every condition for a length of time they would deteriorate. In fact, you would discover that they had been wearing themselves out. It's the same with a battery. If you take it out of your car and set it on the garage floor for a month or two it is wearing itself out all the time.

Care comes next. The battery is something not only to use, but to use up. You provide your car with electricity for starting, lighting and ignition by using up the battery. The battery is not an inexhaustible supply of electricity, but it is a boxful of electrically making ingredients, and these ingredients must be restored, as used, or the supply will give out. The best protection is to refill the cells with water, recharge the battery regularly, preferably at a service station, and taking tests of the battery every two weeks. Such care will guard against a sudden and perhaps costly breakdown.

Exclusive Showing of Good Maxwell

The Good Maxwell has been accorded the high honor of being selected as the exclusive automobile to be exhibited at the "Own Your Home Exposition," which will be held at the Sixty-ninth Regiment Armory during the week of April 22 to 30.

Harry J. De Bear, president and general manager of the Maxwell-Chalmers Distributing Corporation, was very much delighted when he received word from the committee in charge of the exposition that the Good Maxwell had been the one car in the entire automobile industry selected to represent all of motordom.

We Wonder Why

Ira Jones is looking for a man who lost a blackjack.

Bill Elliott doesn't care much for limousines.

Glenn A. Tisdale has found a safe place to deposit money over night.

Tom Moore is helping the Police Department curb the crime wave.

Frank Kiernan makes his own golf rules.

J. B. Hulett is not wearing his expensive check suit.

George Morrow likes the Wikazy golf course.

Howard Bliss is wondering what the wild waves are saying.

BIG INCREASE IN PEERLESS N. Y. SALES

More evidence of the extraordinary increase in Peerless sales since R. H. Collins and his associates took over the Peerless Motor Car Company of Cleveland was revealed last week in a visit to the factory by Walter A. Woods, who has been in charge of Peerless distribution in New York for several years.

Not even in 1920 when Peerless broke all of its former sales records in the Eastern territory has there been anything like the current demand.

"During the first ten weeks of 1922 we doubled the Peerless business for the corresponding period of 1921," Woods reports.

"And, judging from the definite prospects we already have listed and the orders from our dealers in the territory adjacent to New York we will do more business in the first six months of this year than we did all of last year—even surpassing our 1920 figures."

"It was very gratifying to us indeed," said Mr. De Bear, "as we know that the Good Maxwell car is the logical type for the man living in the country or suburbs, due to its sturdy construction, economy of operation and beautiful appearance, and offers us the exceptional opportunity of bringing the car to the direct attention of the commuter and home owner."

"That the automobile has actually become a part of everyday life to many people has been proved by the very great number of cars which have been purchased for use in their daily pursuits."

200,000 DURANTS PLANNED FOR 1923

In Strong Statement of Company's Position the President Outlines Plans.

Durant factories will build a minimum of 200,000 motor cars in 1923, according to a message issued to stockholders by President W. C. Durant of Durant Motors, Inc.

The message accompanies a statement of the finances of the corporation, as of March 31, 1922, which shows assets of \$33,493,461.89, with no liabilities other than the issue of capital stock. It shows 28,557 shareholders in Durant companies, though the parent company has been organized only fourteen months.

Accompanying Mr. Durant's letter is a tabulation of sixteen well known industrial concerns, all listed on the New York Stock Exchange, whose combined common stockholders at the age of 14 years do not reach the total number of shareholders in Durant companies.

No credit is taken in the list of assets for good will, patents, etc., though both these items are usually capitalized in statements of this character. A number of the Durant patents are basic and make possible several unusual features in the Durant line of motor cars.

Included in the assets is an item classed as participating contracts, \$20,988,000, which Mr. Durant explains is a conservative estimate of the parent company's share in the profits of contracts with its divisional companies over a three year period. Other assets are \$3,028,747 cash on hand and in banks, \$4,225,902 invested in listed securities (market value), and \$2,594,139 invested in allied companies.

Mr. Durant points out that the record for Durant plants during the first six months' operating period—10,814 cars manufactured and shipped—is more than have ever been produced by any other concern in the history of the industry during the first six months' operating period. He makes mention also of a record shipment on December 23, 1921—500 automobiles to a Durant dealer in California—and refers to it as the largest shipment of automobiles ever made and the largest transcontinental shipment of any single commodity on record.

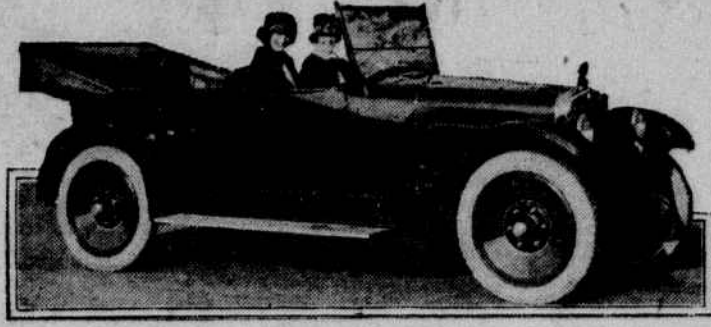
The message says that the company was organized at a time when industrial activity was "at the lowest ebb in the history of the country," but notwithstanding this capital was secured to make possible the acquisition and control of five very complete assembly plants, well equipped and located, having a capacity of 120,000 automobiles a year.

After outlining the company's plans to build 80,000 Durant cars in 1923, Mr. Durant refers to the New Star Motor Company of New York, the Star Motor Company of Michigan and the Star Motor Company of California, to produce in the plants of your divisional companies and under the same management a minimum of 120,000 four cylinder five passenger cars to sell at \$348.

In concluding Mr. Durant makes reference to the company's "well balanced organization, a splendid spirit of co-operation and loyalty, the confidence and respect of its employees and dealers, with every one of its divisional companies well balanced."

The large number of stockholders was secured in spite of the fact that Durant interests financed their various enterprises independently of the usual sources, with no underwriting and without the aid of the banks.

Putting Them to the Test



The Wills-Sainte Claire.

By BURTON BROWN.

[This is the third of a series of reports of the performances of popular cars driven by the Automobile Editor.]

We put the Wills-Sainte Claire through its paces last week, and found this five passenger, eight cylinder car a veritable thunderbolt. Having heard of the phenomenal long distance runs made by this "Gray Goose," with C. Harold Wills, its builder, at the wheel, which included a trip of 700 miles in twenty hours, we welcomed the opportunity offered by Edwin Jackson, the local distributor, to "take her out and crack it to her."

We did "crack it to her," and at the end of a whirlwind hour we were prepared to say that we had never had such a ride in a 121-inch wheel base car. There is dynamite under the hood, and after a few bursts of speed one forgets he is in a comparatively small car. So much has been written about big, heavy cars being the only ones that can "hold the road" at high speeds that it was hard to realize that there was a compact, tight, resilient little car that was a "ground gripper" at all speeds if there ever was one. I guess, after all, it gets back to design, for surely it was not weight or length that enabled us to make the turns in the winding road above Abbey Hill at 55 miles an hour without a skid. Only in very low-hung, specially constructed racing cars have we experienced the same feeling of set at high speeds on turns.

And, hills fade away when you give this thoroughbred the gas. We started at the bottom of Abbey Hill in high gear at five miles an hour, hit twenty-five miles an hour at the bottom turn, twenty-eight miles at the second turn, where the steepest grade begins, flew past the inn on the brow of the hill at thirty-five miles an hour, and swept just the old Billings estate at sixty miles an hour. It was plenty fast.

The Wills-Sainte Claire is equipped with an eight cylinder V type motor, with the cylinder blocks set at an angle of sixty degrees. The sixty degree angle was adopted in order to eliminate the period of vibration. We can say this has been accomplished. The motor develops 65 brake horsepower, and is rated at 33.8 horsepower for taxation. The maximum horsepower is developed when the motor is turning at a speed of 2,700 revolutions a minute. The stroke is 4 inches and the bore 3 1/2 inches.

Our hat is off to the Wills-Sainte Claire—a compact, comfortable package of very useful energy.

Hupmobile

Everyone knows that the Hupmobile maintenance and repair costs are almost unbelievably low, and that the car is particularly free from the need of constant and petty adjustments.

It's almost a proverb among skilled repairmen that the Hupmobile is better built, and that it stays out of the shop far more consistently.

VAN ALSTYNE MOTOR CORPORATION
1876 Broadway

Service Station
616 West 56 St.

Telephone
Columbus 8725



REO

Beauty Unexcelled—
Quality Unsurpassed

Outstandingly handsome in design, and exquisite in details of finish, trimmings and mountings are the new Reos.

That wonderfully silent, perfectly balanced, sweet running Reo Six motor is a joy to the experienced motorist.

Here is a combination of power and silence that is a triumph of engineering.

Reo Motor Car Company of N. Y., Inc.
Broadway at 54th Street, New York

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FORSYTH DISC WHEELS

Interchangeable with all standard wood wheels. Utilizing old wood wheels, hubs, flanges, brake drums and demountable standard rims.

Forsyth Disc Wheels will give your car an "up-to-date" appearance, provide added strength, safety and greater wheel resiliency.

\$60 to \$95 per set

Complete Stock—Prompt Application

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RECORD SALES OF ESSEX AND HUDSON

Owing to the tremendous demand for Hudson and Essex cars production conditions are being taxed to the utmost, says H. B. Phipps, sales manager of the two companies. Business is so good with both companies that it is difficult to keep production up to orders.

The company's April production schedule called for the same number of cars built in March, 1920, which was the largest production month in the history of the Hudson and Essex companies.

Along the Row

Announcement was made in Indianapolis, Ind., yesterday of the acquisition by the Frontenac Motor Company of America, Inc., of the plant owned by the Federal Motor Car Company and formerly occupied by the Empire Motor Car Company in Indianapolis. Work will start immediately preparing the buildings for Frontenac production and single cars are promised for May.

Ralph Mulford, well known as one of the country's best race drivers, has joined the Hulett Motor Car Company, distributors of Chandler and Chrysler cars. He is the special representative of J. B. Hulett, the president.

Reckless driving is a part of reckless riding in the 1922 Auburn. The instruments on the walnut board present a pleasing appearance. But more than that, they are arranged for the driver's convenience. The Auburn gears shift with a finger's touch, the control levers are long, and the brake and clutch pedals respond to slight pressure. Steering is accomplished with greatest ease, the wheel is large and comfortable, the Auburn turns in short space. Auburn's aluminum body molding adds a perfect finish to the car. Extra seats in the seven passenger touring face forward and fold into the back of the front seat.

Increase in sales of Nash cars for the first quarter of the year of more than fifty per cent are shown over the same period of 1921. The company's four and six cylinder cars are shown over the same period of 1921. The company's four and six cylinder cars, including sales and four, as against 2,307 orders for the same month last year. These facts were brought out in an interview with C. W. Nash on his return from an extended trip throughout the Northwest, West and Southwest.

One of the foremost questions in the mind of the average prospective purchaser of an automobile is the upkeep of the car. That this subject is receiving the earnest attention of automobile engineers and has resulted in numerous improvements in motor car design was pointed out at the recent national convention of service men at the factory of the Chrysler Motor Car Company in Cleveland.

The Tale of a Tortured Tire

As Overheard by
M. D. TENNEY,
Chief Adjuster Kelly-Springfield
Tire Company.

No. 1.

"H" ran me in ruts and look at me now," said the Tortured Tire as the chauffeur dropped him heavily on the adjusting counter. "This fellow deserves no adjustment; he abused me frightfully. No tire could give real service under his treatment."

I got the tire's complaint easily. I knew its language, but the chauffeur didn't—no more than he knew the way a tire should be treated. The tire continued:

"I am in good condition except for my sides. You have no idea how they hurt. The rubber and fabric have been completely ground off by those terrible ruts. I came of a good family of tires. I had the stuff in me for long service until this fellow and the ruts got hold of me."

The Chandler Motor Car Company in Cleveland.

Accessibility of parts enabling the service man to make changes easily and rapidly has been studied extensively in the design of the new Chandler car, according to C. N. Thompson, assistant chief engineer of the Chandler company, in an address delivered to the service men.

L. L. McClintock, the new New York manager of the Frontenac Rubber Company, formerly chief executive of the Pittsburgh branch, is back in harness, having fully recovered from a long and serious attack of typhoid pneumonia. "Mac," who is known throughout tireland as a go-getter, commenced his business career in the shipping department as a clerk thirteen years ago. His advancement, step by step, to the management of the most important branch of the country speaks for itself.

Stewart McDonald, president of the Moon Motor Car Company, reports the biggest March in the company's history. The sales for March, 1922, were 50 per cent greater than for March, 1921, and 20 per cent greater than March of 1920, which was the peak year.

Frank L. Kilgenschmidt, president of the Gray Motors Corporation and formerly Ford executive, vice-president and treasurer, writes Albert Hilt, the New York district manager of the Gray Motor Corporation has completed his financing and has withdrawn its stock from sale. The Gray company is capitalized at \$1,000,000 and has sold \$2,600,000 in stock, securing ample financial strength.

New Series Chalmers Six A Distinct Advance

The New Series Chalmers Six represents a distinct advance in six cylinder development.

A year of concentrated engineering effort by the new Chalmers organization has resulted in an unusually fine car of unprecedented value.

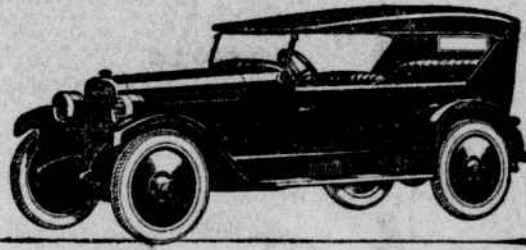
Five Passenger Touring Car, \$1395, Roadster, \$1345
These prices f. o. b. Detroit, Revenue tax to be added

All Models Equipped With Disc Steel Wheels
and Cord Tires

Maxwell-Chalmers Distributing Corporation
1806 Broadway, New York—Circle 5550

Maxwell-Chalmers Sales Corporation, Inc.
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Bronx Branch
178th Street at Grand Concourse—Tremont 4916



The CHALMERS SIX compare

Quality Higher

Comparison with other tires will show why the Fisk Cord Tire is the best buy on the market.

Prices Lower

There's a Fisk Tire of extra value in every size, for car, truck or speed wagon



Fisk Premier Tread

30 x 3 1/2—\$10.85

Non-Skid Fabric

30 x 3 1/2—14.85

Extra-PLY Red-Top

30 x 3 1/2—17.85

Six-PLY Non-Skid

Clincher Cord

30 x 3 1/2—17.85

Six-PLY Non-Skid

Straight Side Cord

30 x 3 1/2—19.85

Six-PLY Non-Skid

Cord 31 x 4—\$27.00

Non-Skid Cord

32 x 4—30.50

Non-Skid Cord

32 x 4 1/2—30.00

Non-Skid Cord

34 x 4 1/2—41.00

Non-Skid Cord

35 x 5—51.50

Flat Tread Cord for Trucks—36 x 6—\$77.00; 40 x 8—\$126.00